

Student Success Initiatives that Move the Needle



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Learning Objectives

You will learn about:

- **Civitas Learning Student Success Platform**
- **Del Mar College Nudge Campaign Initiatives**
- **Del Mar College Success Initiatives**

Del Mar College (DMC) is a two-year institution located in Corpus Christi, Texas serving 7 counties.

Fall 2017 enrollment consisted of 11,506 students

- **89% of enrolled students come from the Corpus Christi area**
- **43.1% Men and 56.9% Women**
- **68% First Generation**
- **68% Receive Financial Aid**
- **74.5% Part-time**
- **56% Transfer Focus 44% CTE**
- **Average age 25**

Population by Race/Ethnicity

- **64% Hispanic**
- **25.5% White**
- **3.3% African American**
- **3.5% International**
- **3.7% Other**



CIVITAS LEARNING STUDENT SUCCESS PLATFORM

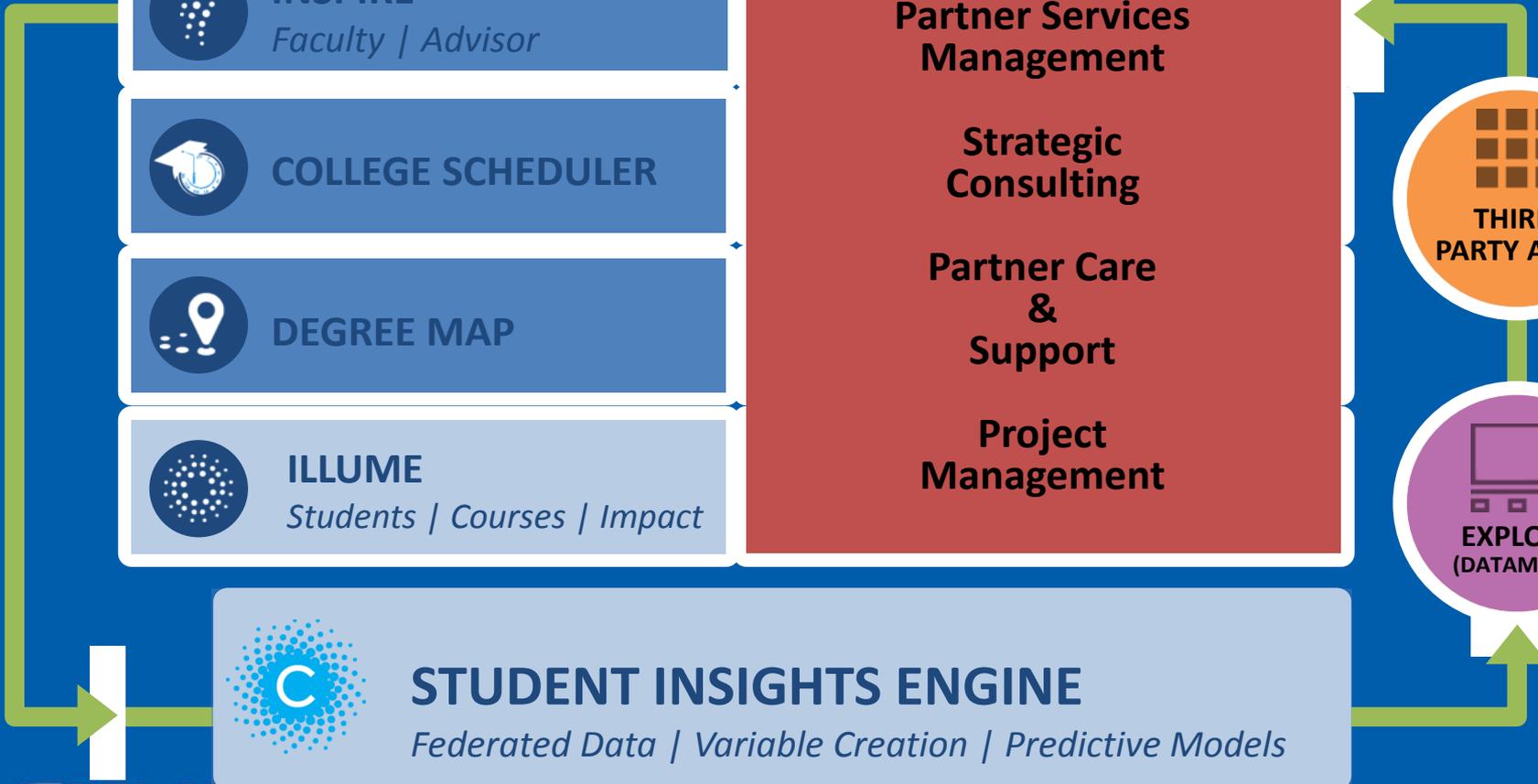
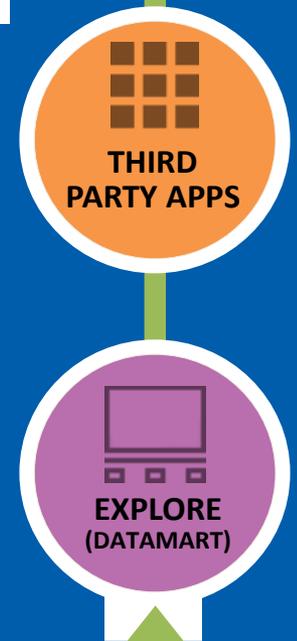
APPLICATIONS
Insights & Action



SERVICES
Expertise & Enablement



DATA
EXTENSIBILITY



• **Illume**

Uses our institution's data to develop personalized predictions that are timely, accurate and actionable

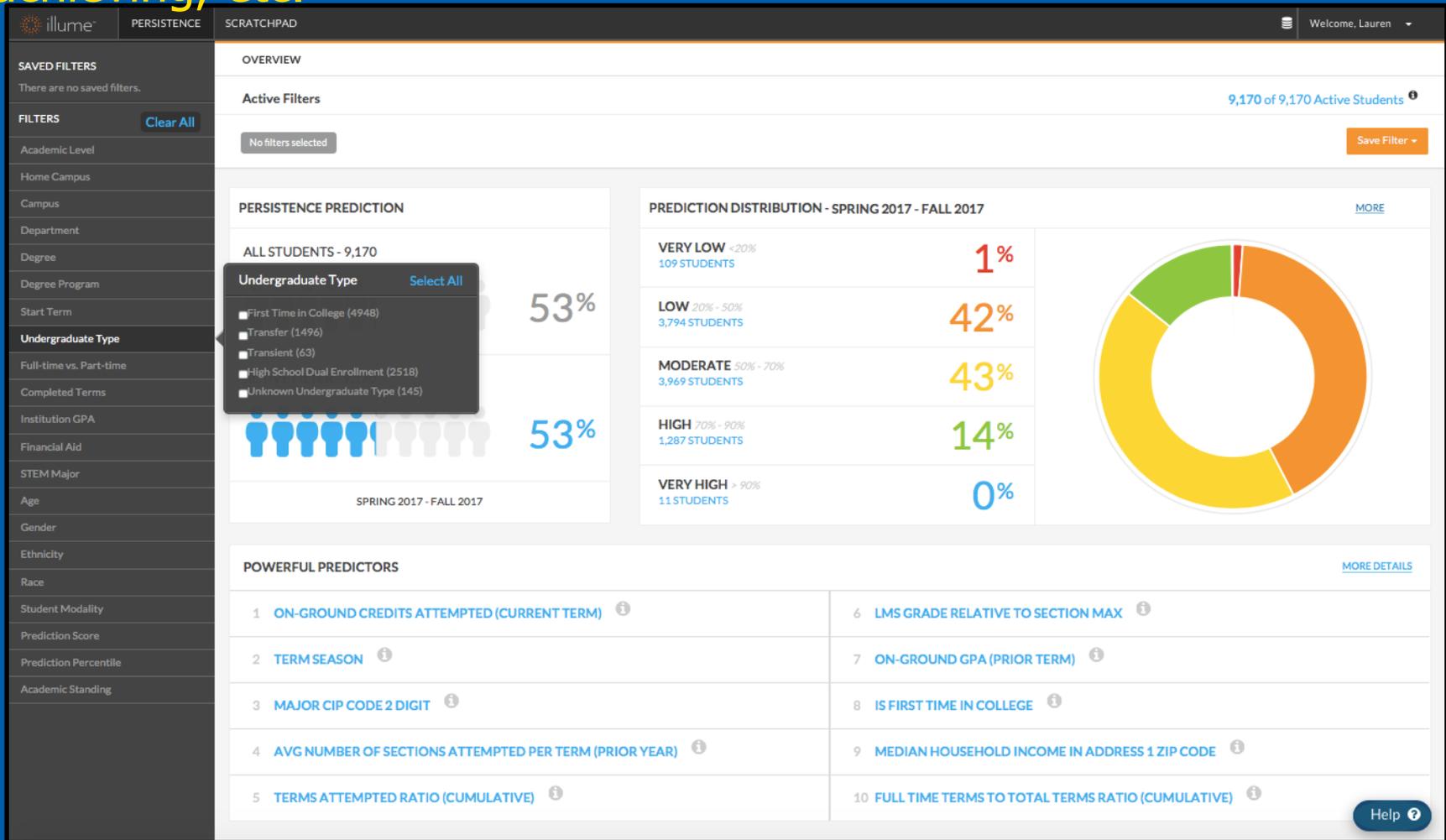
We are able to:

- Pinpoint at-risk students
- Develop coordinated initiatives
- Deploy interventions

With Illume, we can find answers to questions like:

- **What types of engagement have the most impact on likelihood to persist?**
- **What is the impact of financial aid on persistence?**
- **Which students are deviating the most from their degree path, risking excess credit accumulation, financial aid availability and their overall likelihood to succeed?**

By isolating insights, we can immediately see a list of affected students and take action to best support them: at risk, high achieving, etc.



This empowers institutions to quickly and easily develop strategies for personalized outreach, act with precision, and measure the impact.

Nudge Campaigns

Nudges are small pushes in the right direction that do not require prescribed actions, but encourage certain behaviors. When students are presented with a nudge sent from a trusted person at your institution, they have the freedom to make their own choices with information about behaviors we know are more strongly associated with positive persistence and graduation outcomes.

(Kuh, Kinzie, Schuh, & Whitt, 2011)

60x30TX



GOAL ONE - 60x30: EDUCATED POPULATION

By 2030, at least 60 percent of Texans ages 25-34 will have a certificate or degree

GOAL TWO – COMPLETION

By 2030, at least 550,000 students in that year will complete a certificate, associate, bachelor's, or master's from an institution of higher education in Texas

Del Mar College

Average time to associate degree – 5 years

Average SCH to associate degree- 98

Del Mar College Nudge Campaign Highlights

New Strategies to improve completion rates

- Graduation Nudge Campaign
- Enrollment Center Campaign
- Men of Color Initiative (MOCI) Campaign*

Title V Graduation Campaign

Graduation Nudge Campaign

- Emails encouraging registration

Graduation Outreach

- Contact Students with 75% complete
- High- Congrats e-mails w/ app
- Middle- Workshop; review degree plan
- Low- Phone call; meeting
- Goal was 5% increase in graduates



HAVE YOU APPLIED FOR
GRADUATION?

**SPRING GRADUATION DEADLINE
IS FEBRUARY 28, 2017**

EAST CAMPUS LIBRARY ROOM 434	WEST CAMPUS EMERGING TECH ROOM 114
JANUARY 30 2-5 PM	JANUARY 31 2-5 PM
FEBRUARY 15 2-5 PM	FEBRUARY 15 11 AM-1 PM
FEBRUARY 28 1:30-3:30 PM	FEBRUARY 28 9:30-11:30 AM

AMANDA GARZA (361) 698-2461
STEPHANIE HERRERA (361) 698-2248

STEPHANIE GALLEGOS (361) 698-2685

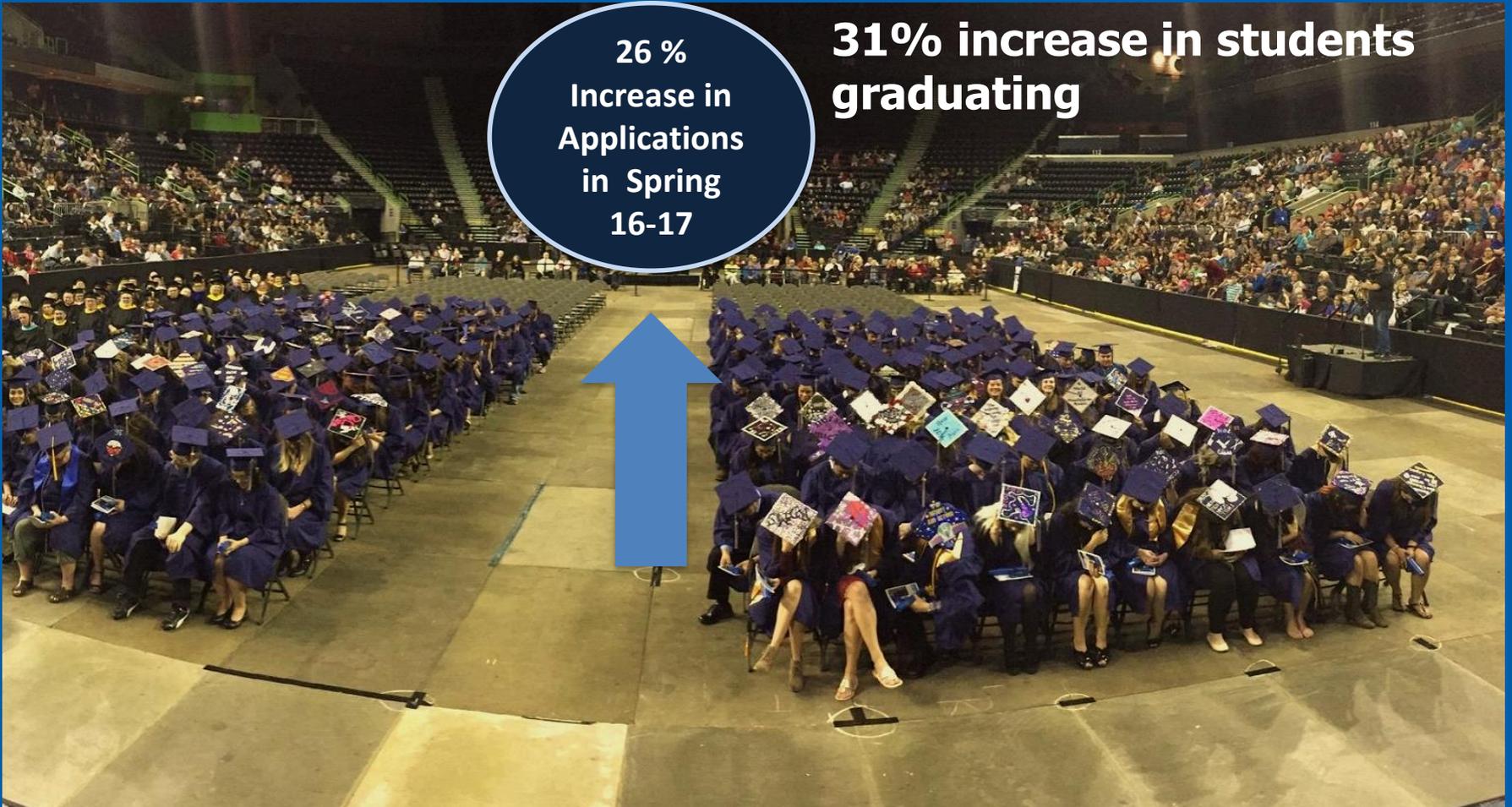
Brought to you by



Results

26 %
Increase in
Applications
in Spring
16-17

31% increase in students
graduating



Enrollment Center Campaign

Liberal Arts Majors with > 40 hours

Purpose: Encourage students to review their graduation status and advise to completion

Findings:

- 144 students were initially outreached to via emails & phone calls
- Of the 144 students, 94 registered for SP18 (we did follow-ups with them to promote summer graduation). 2 of those graduated with a LIBA degree, but are still enrolled this term.
- Of the 144 students, 50 were not registered for SP18:
 - 14 graduated with a LIBA degree, 4 graduated with an "other" degree (all students completed their degree and no longer enrolled at DMC)
 - 4 changed their major (not currently enrolled at DMC)
 - 28 are not enrolled, did not graduate

Follow-Up:

- Of the 94 enrolled students, we conducted research with the Registrar's office to see if they applied for SP18 graduation and, if not, conducted a call campaign to encourage them to come in for early registration so they could apply for SM18 graduation.
- Of the 28 that were not enrolled, we conducted a call campaign to see where they were /early SM/FA registration.

Men of Color Initiative (MOCI)

2017-2018

Background



Retention Rate (Fall 2015 FTIC)

	Fall 2015 FTIC			Persisted to Fall 2016					
	Fall 2015 (Male)	Fall 2015 (Female)	Total Fall 2015	Fall 2016 (Male)	Fall 2016 (Female)	% Retention (Male)			
Hispanic	379	457	836	185	259	48.8%	56.7%	444	53.1%
White	117	138	255	64	86	54.7%	62.3%	150	58.8%
Black	22	12	34	10	7	45.5%	58.3%	17	50.0%
All Races	546	641	1187	274	373	50.2%	58.2%	647	54.5%

Focus Group Outcomes

- **Outcome 1:** Understand how students who are men of color (Black/Latino) define their educational aspirations and determine how to pursue them.
- **Outcome 2:** Understand what experiences/events/relationships men of color (Black/Latino) perceive as critical to their success at Del Mar College.
- **Outcome 3:** Understand challenges that may be unique to students who are men of color (Black/Latino) at Del Mar College, how they address those challenges, and how they perceive the college as helping or hindering

Focus Group Highlights

Why do you think other student men of color did not participate today? Why do you think the retention/graduation rates are so low for DMC men of color?

- Procrastination
- Pride
- Cultural apathy
- Low maturity level
- Other priorities (make \$ now)
- Poor study habits

What has helped you be successful?

- Holistic Advising (i.e. Title V Stem Advisors)- motivational, resourceful, challenging
- Peer Mentors
- Being involved
- Being engaged
- New Student Orientation
- Student Organizations
- SI Sessions

What advice would you give to incoming DMC men of color?

- Get involved
- Make and utilize peer connections
- Start what you finish
- Be brave- be the change you want to see

Results of Focus Group

**For participants race/ethnicity was not an issue
in influencing/defining experiences at
Del Mar College**

Research

The literature analysis revealed six overarching categories of institutional action and support needed for the success of men of color who are enrolled in community colleges:

1. Financial aid
2. Student support services
3. Teaching and learning
4. Institutional research
5. Minority male initiatives and programs
6. Early alert systems

Universal Concerns

- College must ensure men of color feel valued, safe, a sense of belonging and supported
- Understand the effects of racial profiling – real or perceived- to be inclusive and decrease marginalization of these students.
- Develop a framework to proactively address local, state, national, and global incidents to have impact on campus.

MOCI Goals

- **Make resources available to assist men of color in developing self-reliance and social group support**
- **Incorporate the appropriate structure necessary for them to be successful, satisfied and persist on campus**
- **Increase Fall '17 to Fall '18 retention rate**

The Men of Color Initiative (MOCI) is led by the Office of Student Engagement and Retention in partnership with campus departments, student clubs/organizations as well as student leaders and staff to support and encourage students that identify as men of color in their academic endeavors with the goal of positively impacting these students' college experiences at Del Mar College.

The MOCI Initiative strives to do the following:

- Support and challenge men of color to achieve academic success
- Encourage and support men of color in engaging in the Del Mar College Student Experience
- Promote involvement and inclusion in leadership activities
- Promote intergenerational mentoring
- Promote community service and engagement

The MOCI components:

- Connections to Campus Events and Activities- Leadership and professional development
- Link to Student Services Resources-Programs and services that support persistence, retention and graduation
- Staff Networking Sessions- Student advocacy and assistance
- Peer Mentoring- One-on-one support and guidance
- Viking Fellas Student Organization- Open dialogue forums

Men of Color Initiative

- **Fall 2017**

- 279 Very Low, Low, Moderate Persisting Men of Color were identified for program including networking and mentoring.
- 27 Nudges were sent to group throughout the semester inviting them to events, student support services and reminding them of registration and financial aid deadlines
- Networking Sessions
- Resource Tables
- Viking Fellas Student Organization Formed

SER CIVITAS Men of Color Initiative
Fall 2017
Targeted Nudges, Programs and Events

Tuesday, September 19th SER Resource Table (Career Development Staff) 11-2

September 18th –22nd Club Rush Week (SLCL)

September 20th – Time/Stress Management Workshop (SSC)

Monday, September 25th SER Resource Table (Disability Services Staff) 11-2

September 25th&26th Viking Volunteer Fair (SLCL)

September 26th- Career Exploration Workshop (Career Development)

September 21 and 22nd- Phone calls to invite students to 9/27/2017

September 27th: [Networking with SER Leadership staff- HC 165 \(Networking with students and staff\) 12:30-2:00pm](#)

September 28th- SSC Open House (SSC)

Tuesday, October 10th SER Resource Table (Student Engagement Office Staff) 11-2

October 2nd FAFSA Info. (SER/Financial Aid)

October 12th and 19th Setting Goals Workshop (SSC)

Oct 16th Midterm check-in (SSC)

October 26th- SSC Speaker Summit (SSC)

October 26st Spooktakular Health Fair (Counseling)

Oct 27th Annual Fall Festival (SLCL)

October 31st Career Kiosk Open House (Career Development)

November 1st Be Well (Counseling Center)

Monday, November 6th SER Resource Table (Student Leadership and Campus Life Staff) 11-2

November 6th Career Development LearnShop Series (Career Development)

November 6th-9th Registration Rallies (SLCL and SEC) 11-3

November 7th & 8th Careers and Cupcakes (Career Development)

November 9th & 16th –Learning Skills/Study Skills Workshop (SSC)

November 29th - Career Development LearnShop Series (Career Development)

November 27th and 28th-Phone calls to invite student to 11/30/2017

November 30th- [Networking with SER Leadership Staff- HC 165 Food \(Networking with students and staff\) 12:30-2:00pm](#)

Tuesday, December 5th SER Resource Table (Student Success Center Staff) 11-2

December 5th Let's Talk (Counseling Center)

December 6th & 7th - Test Anxiety/Guided Imagery Workshop (SSC)

December 7th -13th – Viking Exams Week –free Scrانtrons & Breakfast (SLCL)

Excerpts from MOCI Campaign Nudge Calendar

Men of Color Initiative (MOCI) Campaigns with Illume

Date	Owner	Nudge Content
September 18 th	Diana	<p>Hello! My name is Diana and I am here to ensure that you are connected and aware of events and resources available at Del Mar College. I wanted to see how your term is going so far, and to let you know that I'm here to support your success this term! You can email me at dortega3@delmar.edu or call me at 361-698-1277 with any questions. You can also find some resources that will be helpful at the following links: Career Development, Student Leadership and Campus Life, Student Success Center, Veterans Services, and Counseling Services, Disability Services, and Retention Services.</p> <p>Please join us this week for Club Rush Week at the Harvin Student Center where you will be able to learn on how to get involve and Get the Nuts/Bolts of Student Organizations. Good luck this term, please let me know how I can help!</p>
September 20 th	Diana	Hi. Just in case you are stressed and want some help with managing your time, the Student Success Center is offering a Time/Stress Management Workshop at the St. Clair Building on September 20 th , 2017 from 2:00 p.m.-3:00 p.m. in Room 119.
September 25 th	Diana	Hi! If you like to volunteer and would like to give back to the community, the Office of Student Leadership and Campus Life would like to invite you to the Viking Volunteer Fair, on September 25 th & 26 th at the Harvin Student Center from 9 a.m.-3:00 p.m.
September 26 th -	Diana	Now that you have been in school for a few weeks, have you been thinking about career options? The Career Development Office would like to invite you to a Career Exploration Workshop on Tuesday, September 26 th at the Career Kiosk located at the Harvin Student Center from 1:30 p.m.-2:30 p.m. This will be an informative session which will increase your understanding of yourself, which career path might suit you, and what employers are looking for.
September 27 th	Diana	Want to make friends and meet the Student Engagement and Retention (SER) Team? Today you are invited to have light snacks with the SER Leadership team. You will have an opportunity to learn about resources, connect with the team, and network with students and staff from 12:30pm -2:00pm in the Harvin Student Center room 165.

		on Wednesday, November 29 th from 2:00 p.m.-3:00 p.m. at West Campus Health Science 3 Room 118.
November 30 th	Diana	Do you have any questions or concerns regarding Del Mar College and your experience thus far? We would love to hear from you today! You are invited to have light snacks with the SER Leadership team where you will have an opportunity to learn about resources, connect with the team, and network with students and staff from 12:30pm-2pm in the Harvin Student Center Room 165.
December 5 th	Diana	Feeling stressed out and just want to talk or cool off? The Counseling Center is hosting free Finals Freeze Pops. Find them via social media to find out where you can get you pops to cool off and Let's Talk! www.facebook.com/dmccounseling
December 6 th & 7 th	Diana	Hi! I'm just checking in to see how you are doing. It's the almost the end of the semester. If you are feeling stressed and want to get reenergized the Student Success Center would like to invite you to attend the Test Anxiety/Guided Imagery Workshop on December 6 th and 7 th from 2:00 p.m.-3:00 p.m. at the St. Clair Building Room 119.
December 7 th -13 th	Diana	Its finals week and you are almost at the finish line. Do you need scantrons, bluebooks, pens or pencils? If you do, the Office of Student Leadership & Campus Life is here for you and would like to offer you some supplies for free. Come on by and pick up your supplies in the Harvin Student Center room 105.

Resource Table Information



Division of Student
Engagement and Retention
Del Mar College

Week Events

December Events

- December 6th Test Anxiety/Guided Imagery Workshop from 2:00 p.m.-3:00 p.m. at the St. Clair Building Room 119.
- December 7th Test Anxiety/Guided Imagery Workshop from 2:00 p.m.-3:00 p.m. at the St. Clair Building Room 119.
- December 7th -13th Come on by and pick up your finals supplies at the Harvin Student Center room 105. Free scantrons, bluebooks, pens or pencils

Nudge Samples

Hello _____,

My name is Diana and I am here to ensure that you are connected and aware of events and resources available at Del Mar College. I wanted to see how your term is going so far, and to let you know that I'm here to support your success this term! You can email me at dortega3@delmar.edu or call me at 361-698-1277 with any questions. You can also find some resources that will be helpful at the following links: Career Development, Student Leadership and Campus Life, Student Success Center, Veterans Services, and Counseling Services, Disability Services, and Retention Services. Good luck this term, please let me know how I can help!

Feeling a little overwhelmed and looking for a way to improve your overall wellness! The Counseling Center would like to invite you to attend their Be Well Workshop on November 1, from 12:30 p.m.- 1:00 p.m. at the West Campus HSI.262 . The topic will be Sleep Hygiene. FREE lunch boxes will be provided. So, hurry up and RSVP by calling 361-698-1586. Seats are limited!!

***Feedback from nudges- mostly positive/ or requesting information.**

Results Fall 2017

- **108 remained in the same level**
- **54 moderate to high**
- **39 Low to Moderate**
- **12 Low to high**
- **21 Moderate to low**
- **6 Moderate to very low**
- **1 Low to very low**
- **38 no longer attend Del Mar College**

Men of Color Initiative

- **Spring 2018**
 - 324 very low, low persisting men of color were identified for the program (300 Hispanic/24 Black).
 - 25 Nudges were sent to group throughout the semester inviting them to events, student support services and reminding them of registration and financial aid deadlines
 - 13 Networking Sessions

*still analyzing data

Next Steps

Recap MOCI Goals

- **Make resources available to assist men of color in developing self-reliance and social group support**
- **Incorporate the appropriate structure necessary for them to be successful, satisfied and persist on campus**
- **Increase Fall '17 to Fall '18 retention rate**

Send out intentional nudges based on their persistence level

Very Low/Low Level

- **Subject line: You Can Finish Your Degree.**
- **Dear , I am checking in to see how you are feeling about the fall term. I know that college isn't easy but I also know that you can do this. I'd like to schedule some time in the next week for us to process your fall term and plan for the next. Will you schedule an appointment here? I hope to hear from you soon!**

Moderate Level

- **Subject line: You' Are Halfway Done! You Can Do It!**
- **Hi, You are halfway done with this term, and that much closer to completing your degree! Stick with it and finish the term strong. Don't forget that I am here for you. Schedule an appointment here if you are thinking about withdrawing from a class or need help finishing the term**

Mentoring Program

Very Low/Low

- Staff will mentor and meet with each student at least once a month (F2F and/or via phone)
- Connect them with resources
- Case manage all information using Maxient

Moderate Persisting

- Will recruit students using the high persisting MOC list and through leadership organizations and advisors (PTK, STEM Advisors, Leadership Society etc.)
- Target Goal is to have at least 10 mentors
- Virtual Mentoring Program (email, social media, skype)

Retention Services

- Academic Recovery Program (ARP)
- Retention Alert Program (RAP)



Retention Themes

1. Historically focused on classroom outcomes

2. Intentional support beyond the classroom

- Internal (i.e., student characteristics, ability, motivation) and external (i.e., faculty, peers, institutional support, instruction, modality) **factors** (Stewart II, Mallery, & Choi, 2013)

3. Early identification and continuous intervention

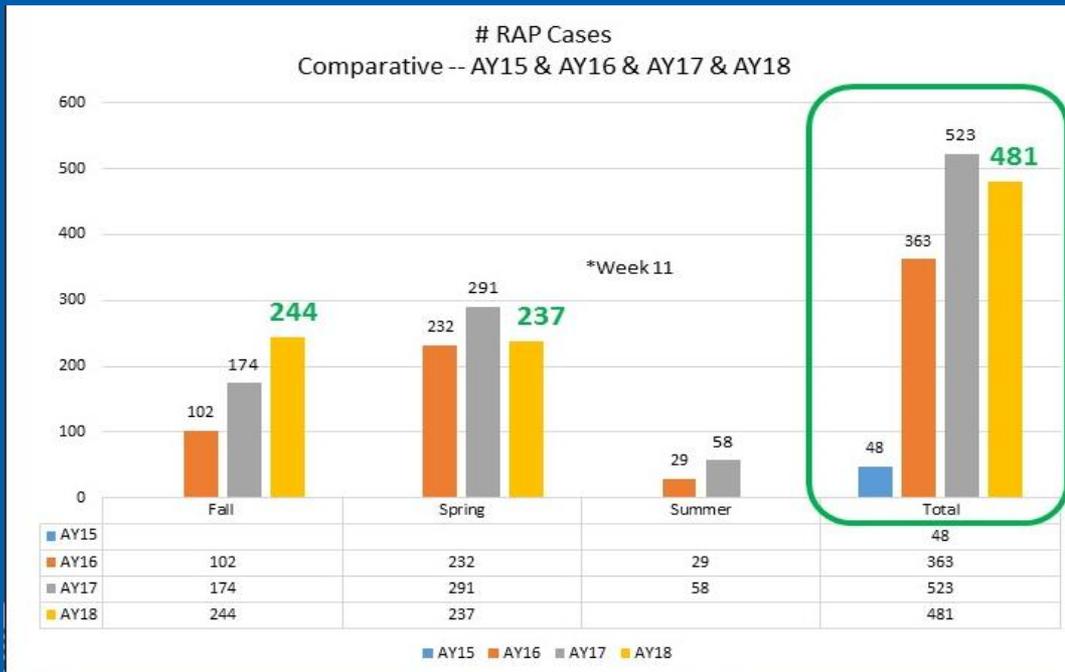
- Establishing helping relationships early in the educational journey enables **targeted, direct intervention** immediately upon student need (Campbell & Mislavy, 2012)

4. Institution-specific Holistic Intervention

- **Deliberate cooperative relationships** among cohort students, faculty, and **support staff** (i.e., tutors, advisors) focused on student outcomes. (Hill & Woodward, 2013)

Retention Alert Program (RAP)

- Faculty-driven early warning system
- Retention Case Managers respond to faculty referrals, reach out to students, assess their needs, and connect them with resources



Faculty see things we don't

- Attendance trends
- Interactions with peers
- Participation in the classroom
- "Real time" exam scores and homework grades

RAP Best Practices

Early Intervention

When?

Missing Assignments
Attendance/Tardiness
Basic Needs
Financial
Confidential
Illness
Test Grades
Legal

Why?

- Foster a climate that is developmentally responsive to the needs of learners
- **Support and empower student persistence and achievement**
- Facilitate immediate and timely attention to our students' needs
- **Foster a culture of collegiality and collaboration while supporting students and providing appropriate interventions**

Academic Recovery Program (ARP)

Probation & Suspension

<http://delmar.smartermeasure.com/>

Measure *learning readiness* to include

– *Individual Attributes*

- Help seeking
- Time management
- Procrastination
- Persistence
- Academic attributes
- Locus of control

76-100
51-75
26-50
0-25

– *Life Factors*

- *Time + desire + support + resources + skills*

*Students work up front; staff pulls reports; focus on low scores; saves time

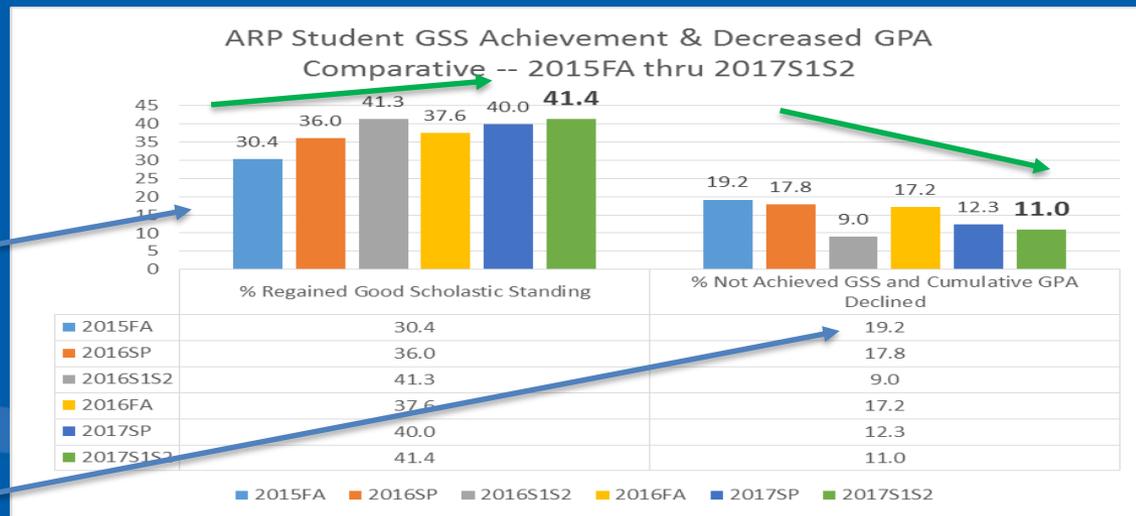
Academic Recovery Program (ARP)

Probation + Continued Probation + Suspension

Case Management

Students on academic probation/suspension can't register for classes until they begin working with our Retention Office.

Develop individualized plans to help students raise their GPAs as well as provide follow up and support throughout the semester.



Opportunities

RAP- Focused nudges the next semester

ARP- Focused outreach by prediction scores

Nudges

- Proactive
- Contact directly from CIVITAS
- Measure opening e-mails

- Belonging
- Mattering
- Empathy
- Goal Setting
- Growth Mindset
- Normalizing

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Contact Information

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Thank You!

